



Program Roll-Up

Apr 1, 2025 - Jun 30, 2025



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,029	373	1,263	68.96%
Army Family Action Plan	1,100	425	1,300	69.15%
Army Family Web Portal	501	213	577	69.15%
Army Volunteer Corps	4,412	2,687	5,413	67.84%
Exceptional Family Member Program	9,382	6,515	12,409	56.87%
Information and Referral	1,124	453	1,263	71.81%
MD&SSO	1,748	775	2,057	66.75%
Relocation Readiness	5,007	2,854	6,297	61.73%
Survivor Outreach Services	3,148	2,173	3,822	57.54%
Soldier and Family Assistance Center	1,547	510	1,771	75.78%



Program Roll-Up

Apr 1, 2025 - Jun 30, 2025



Employment Readiness	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness Program	55,794	25,084	69,846	73.26%
Army Spouse Employment, Career and Education Information	6,222	395	7,778	85.48%
Family Advocacy Program	Total Users	New Users	Sessions	Engagement Rate
Family Advocacy Program	9,414	5,516	12,267	57.49%
New Parent Support Program	1,718	734	2,186	61.48%
Victim Advocacy Program	1,139	540	1,404	66.45%
Financial Readiness Program	Total Users	New Users	Sessions	Engagement Rate
Financial Readiness Program	9,790	5,023	13,024	62.47%
Army Emergency Relief	5,940	3,242	8,597	61.04%



Happenings Roll-Up

Apr 1, 2025 - Jun 30, 2025 ▼

	Total users	New users	Sessions ▼	Engagement ra...
Military Spouse Appreciation Day	254	101	289	66.78%
Volunteer Appreciation Week	405	248	444	64.64%
Child Abuse Prevention Month	296	145	330	70.91%
Memorial Day	1,812	730	2,145	66.67%
Gold Star Spouses	226	140	247	63.16%



ARMY MWR

Army Community Service

Views
210,165

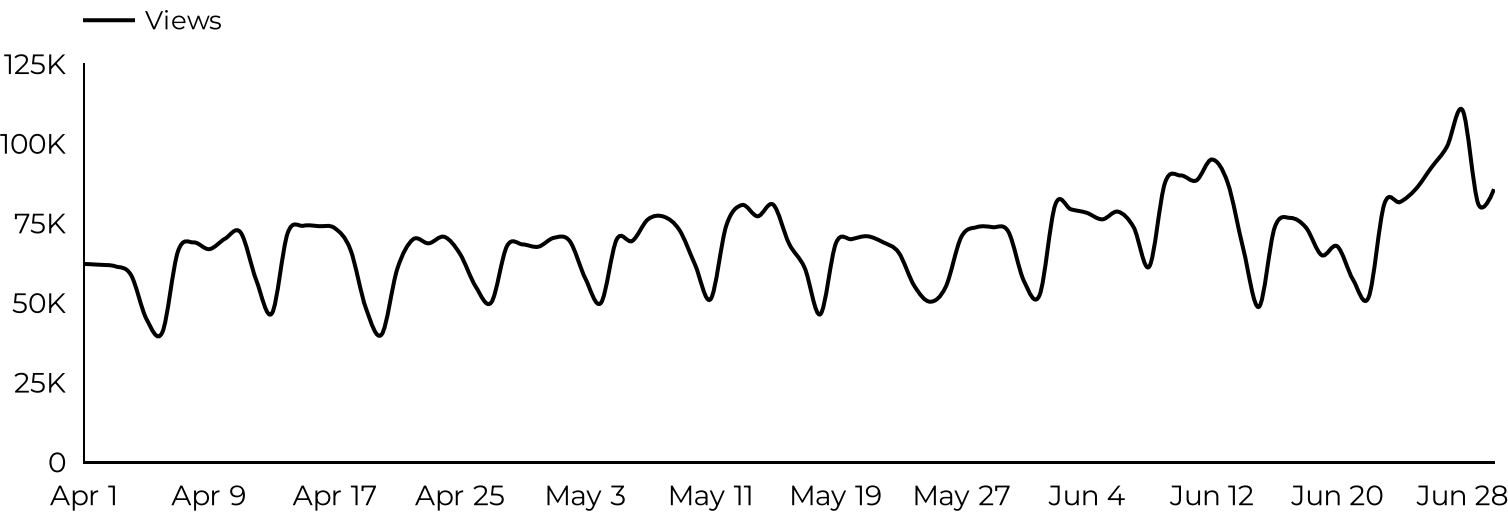
Visits (pageviews) to
your page

Engagement rate
60%

User Activity Level

Total users
116,498

The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	2,811
X	217
Instagram	36
LinkedIn	30
YouTube	2
Reddit	1

What programs are
users visiting?





Views

1,450

↓ -18.2%

Sessions

1,263

↓ -21.7%

Total users

1,029

↓ -23.1%

New users

373

↓ -47.3%

Avg. Session Time

02:22

↑ 25.5%

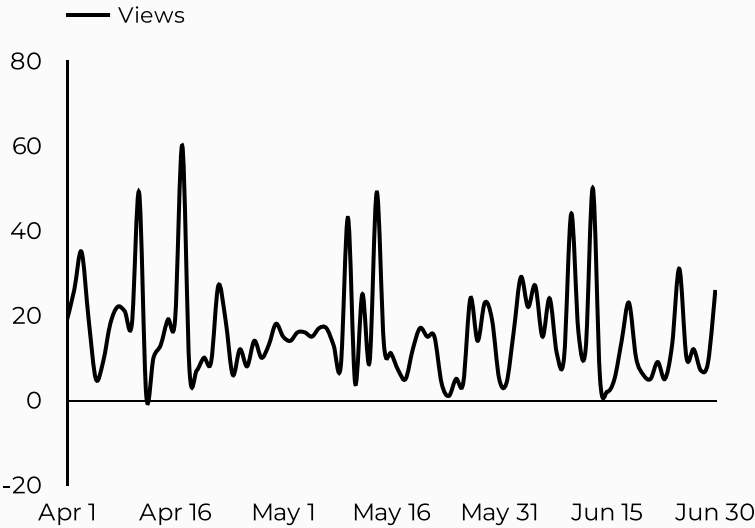
Engagement rate

69%

↑ 8.3%

Compared Y-o-Y

How is site traffic trending?

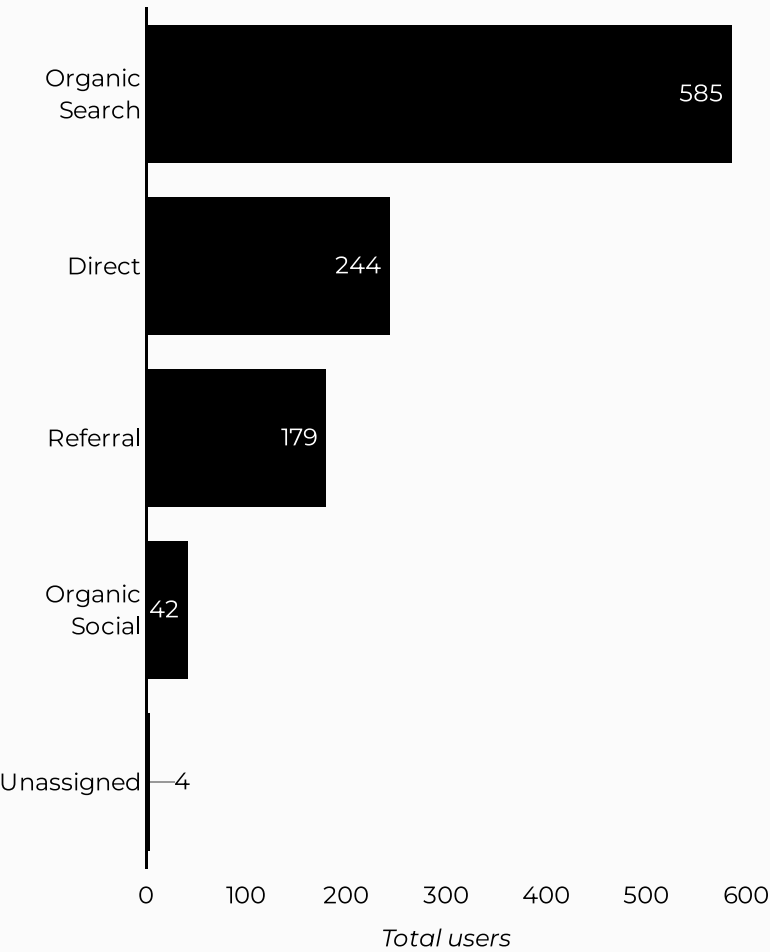


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	513
bliss.armymwr.com	97
hawaii.armymwr.com	69
campbell.armymwr.com	47
carson.armymwr.com	41
cavazos.armymwr.com	39
jblm.armymwr.com	34
eisenhower.armymwr.com	29
garmisch.armymwr.com	21
wiesbaden.armymwr.com	20

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	487
(direct)	244
bing	82
armyfamilywebportal.com	70
home.army.mil	35
armyresilience.army.mil	22
facebook.com	19
m.facebook.com	14
ncolcoe.army.mil	11
yahoo	11



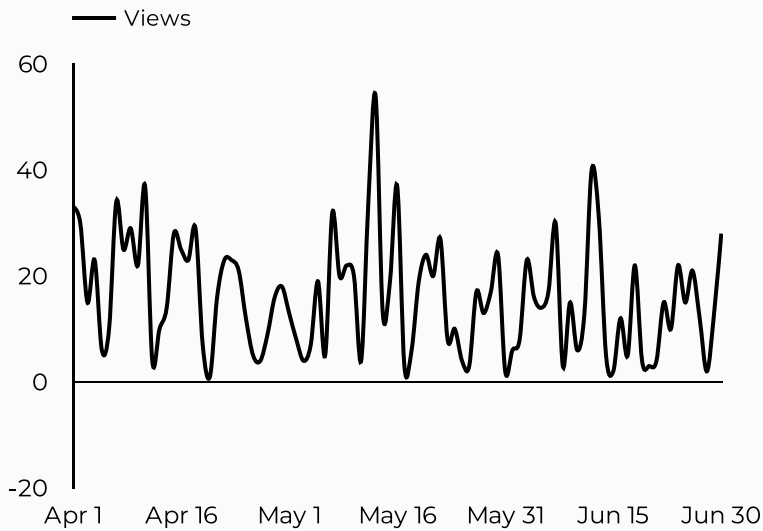
ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,477	1,300	1,100	425	01:55	69%
↓ -0.9%	↓ -2.2%	↓ -2.6%	↓ -7.2%	↓ -13.2%	↓ -1.1%

Compared Y-o-Y

How is site traffic trending?

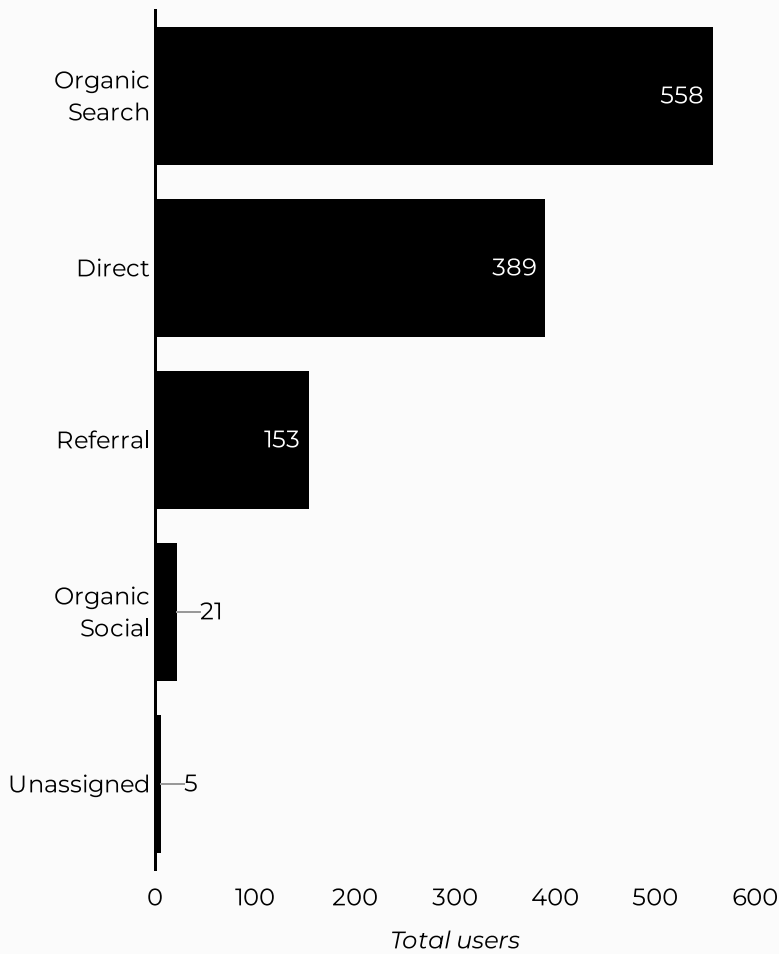


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	496	-9.2% ↓
wiesbaden.armymwr.com	71	-17.4% ↓
campbell.armymwr.com	61	3.4% ↑
jblm.armymwr.com	58	383.3% ↑
carlisle.armymwr.com	57	42.5% ↑
bliss.armymwr.com	49	-7.5% ↓
carson.armymwr.com	42	-4.5% ↓
hawaii.armymwr.com	36	24.1% ↑
miami.armymwr.com	35	250.0% ↑
sill.armymwr.com	27	17.4% ↑

Which channels are driving traffic?



What are the top sources?

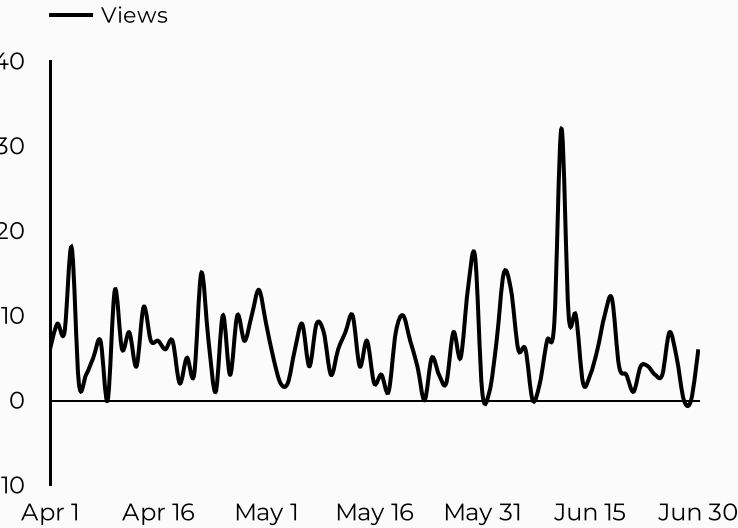
Session source	Total users
google	422
(direct)	389
bing	125
armyfamilywebportal.co...	45
home.army.mil	38
installations.militaryone...	19
safe.menlosecurity.com	11
army.mil	9
m.facebook.com	9
l.facebook.com	8



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
586	577	501	213	01:26	69%
↑ 107.1%	↑ 103.2%	↑ 94.2%	↑ 119.6%	↑ 13.2%	↓ -9.5%

Compared Y-o-Y

How is site traffic trending?

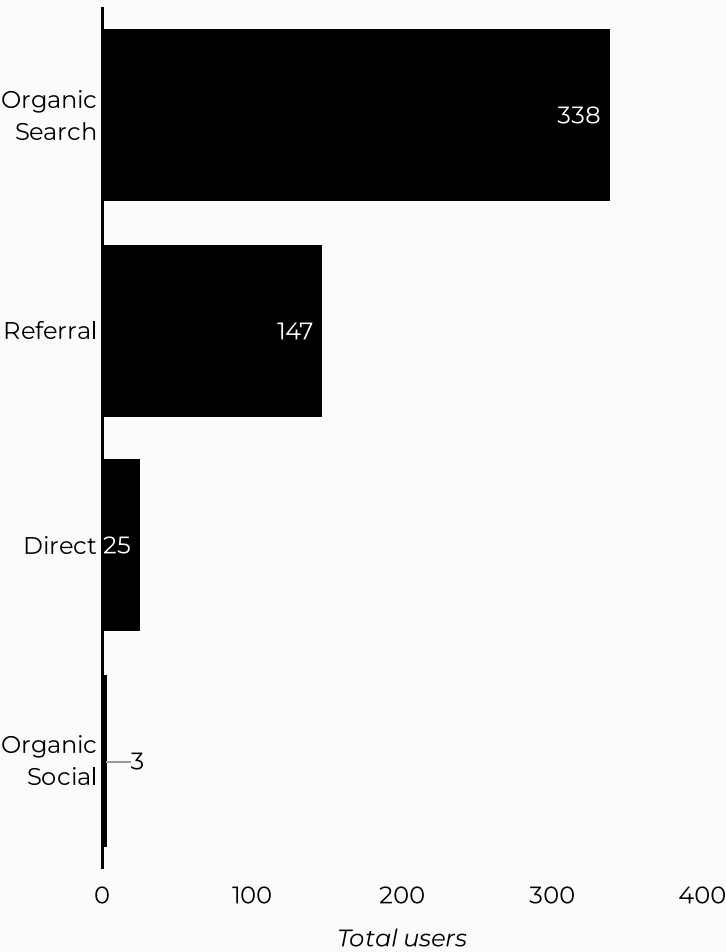


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	467
training.armymwr.com	25
cavazos.armymwr.com	7
jblm.armymwr.com	7

Which channels are driving traffic?



What are the top sources?

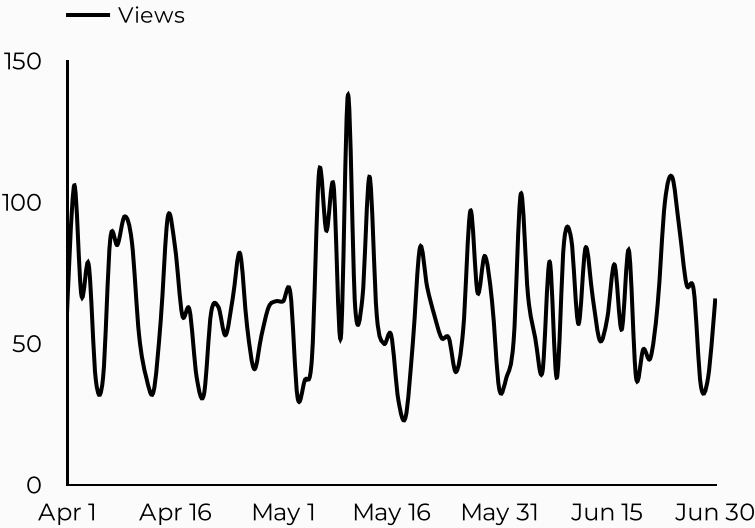
Session source	Total users
google	305
armyfamilywebportal.com	113
bing	29
(direct)	25
myarmybenefits.us.army.mil	19
home.army.mil	4
safe.menlosecurity.com	4
duckduckgo	3
military.com	2
army.dodmwrlibraries.org	1



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,850	5,413	4,412	2,687	02:32	68%
↑ 22.1%	↑ 28.5%	↑ 28.3%	↑ 20.6%	↑ 9.9%	↓ -2.3%

Compared Y-o-Y

How is site traffic trending?

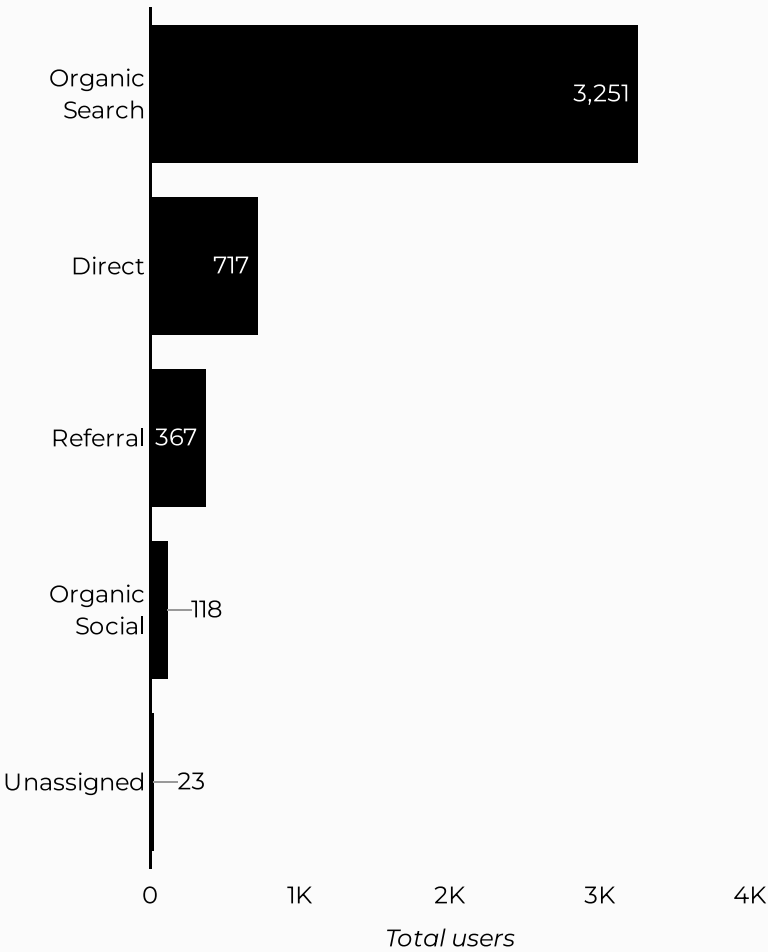


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,077
humphreys.armymwr.com	388
carson.armymwr.com	385
bliss.armymwr.com	269
hawaii.armymwr.com	175
cavazos.armymwr.com	172
wiesbaden.armymwr.com	163
eisenhower.armymwr.com	135
campbell.armymwr.com	126
jackson.armymwr.com	81

Which channels are driving traffic?



What are the top sources?

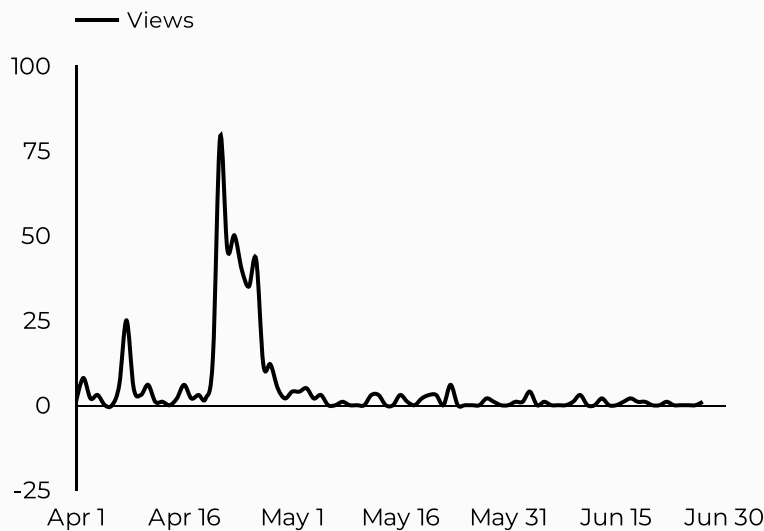
Session source	Total users
google	2,905
(direct)	717
bing	298
armyfamilywebportal.co...	185
home.army.mil	92
m.facebook.com	64
yahoo	26
l.facebook.com	21
chatgpt.com	19
duckduckgo	16



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
480	444	405	248	01:26	65%
↑ 33.0%	↑ 33.7%	↑ 36.4%	↑ 67.6%	↓ -5.9%	↓ -5.0%

Compared Y-o-Y

How is site traffic trending?

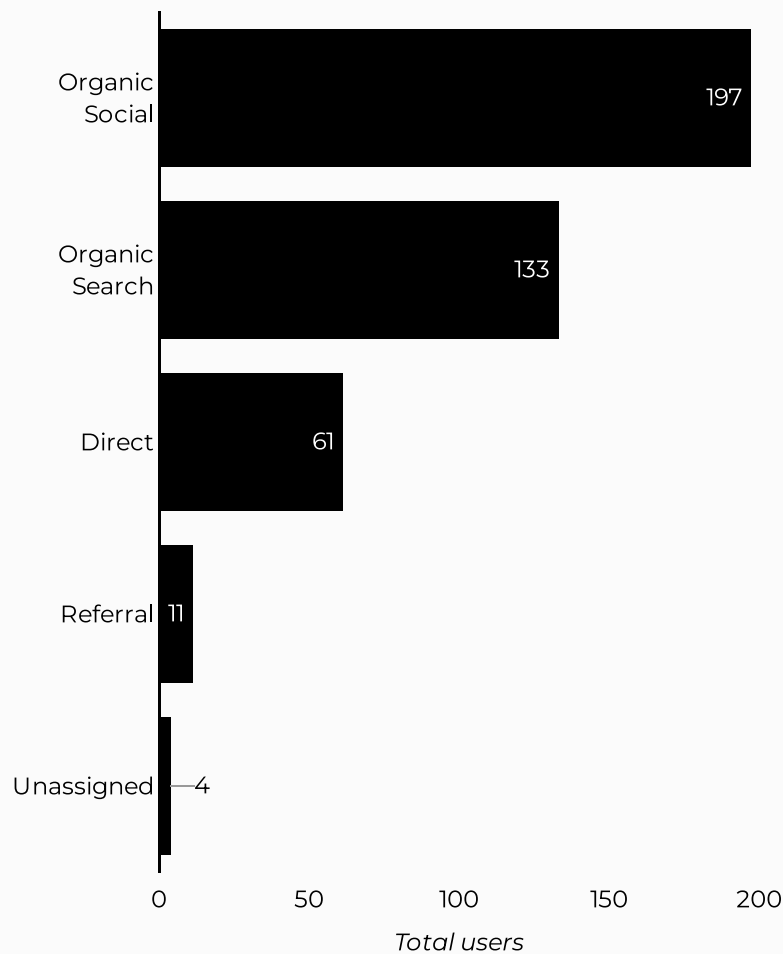


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	344
eisenhower.armymwr.com	62
gordon.armymwr.com	3

Which channels are driving traffic?



What are the top sources?

Session source	Total users
m.facebook.com	148
google	114
(direct)	61
lm.facebook.com	38
bing	18
l.facebook.com	7
(not set)	4
facebook.com	4
safe.menlosecurity.com	3
armyeitaas.sharepoint-...	1



Views

99,918

↑ 21.7%

Sessions

69,846

↑ 1.6%

Total users

55,794

↑ 1.0%

New users

25,084

↓ -24.7%

Avg. Session Time

02:14

↑ 10.4%

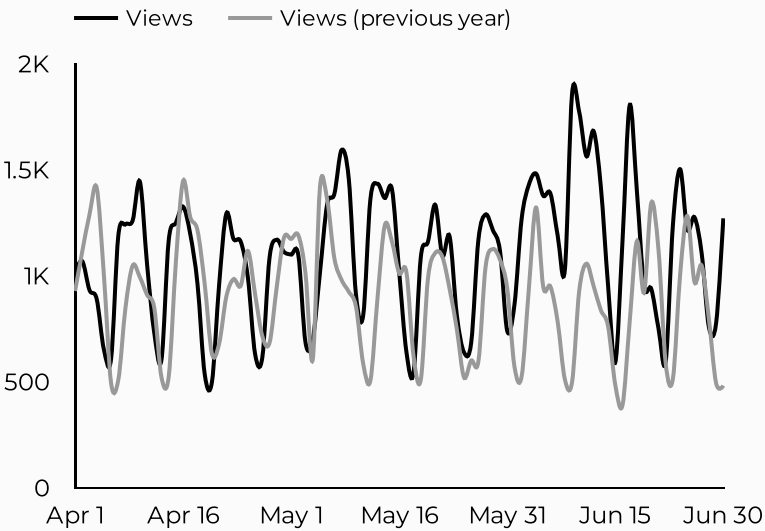
Engagement rate

73%

↑ 15.5%

Compared Y-o-Y

How is site traffic trending?

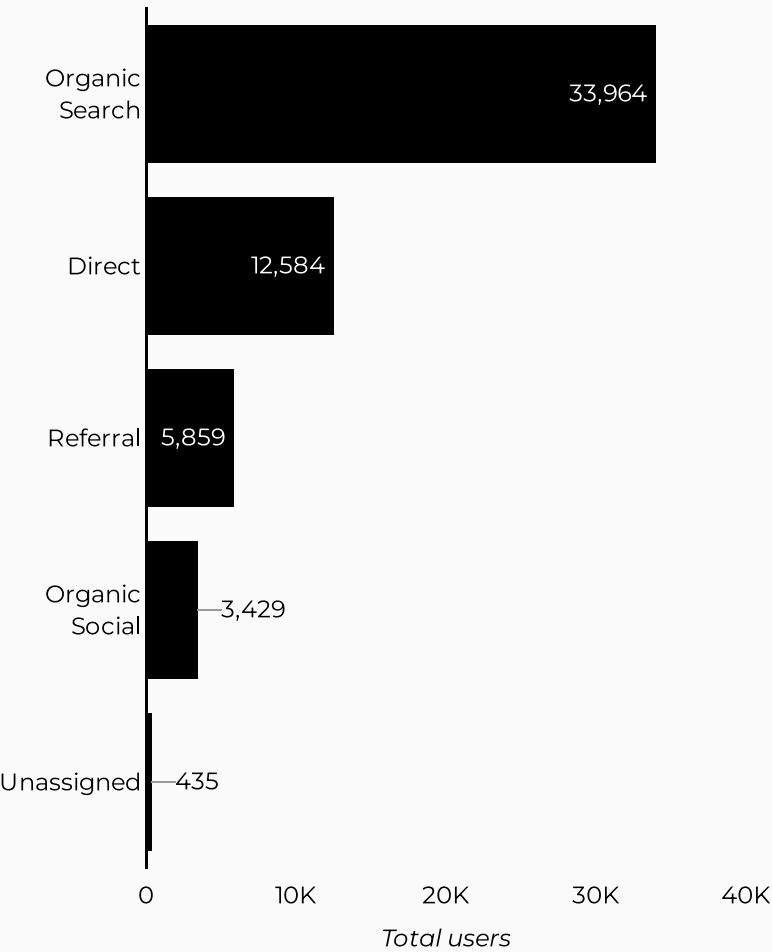


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
www.armymwr.com	17,918	-19.4% ↓
jblm.armymwr.com	5,590	6.8% ↑
hawaii.armymwr.com	2,837	-9.1% ↓
redstone.armymwr.com	2,312	-30.6% ↓
stewarthunter.armymwr.co...	1,935	-3.8% ↓
carson.armymwr.com	1,913	18.8% ↑
bragg.armymwr.com	1,856	-
campbell.armymwr.com	1,717	71.7% ↑
bliss.armymwr.com	1,547	31.4% ↑
humphreys.armymwr.com	1,498	45.6% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾	% Δ
google	29,889	16.7% ↑
(direct)	12,584	14.4% ↑
bing	3,257	26.5% ↑
m.facebook.com	2,011	-41.4% ↓
nafbenefits.com	1,580	340.1% ↑
home.army.mil	1,477	-14.9% ↓
lm.facebook.com	580	-37.0% ↓
installations.militaryone...	493	20.8% ↑
yahoo	490	-13.3% ↓
l.facebook.com	469	-12.7% ↓



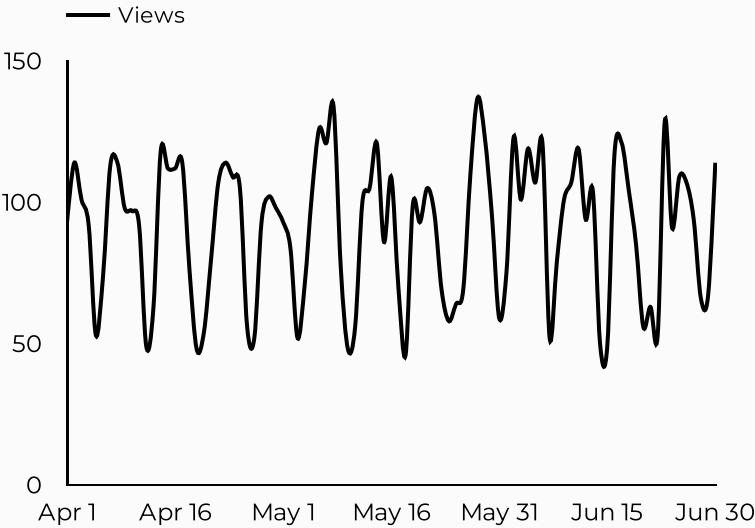
ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,259	7,778	6,222	395	02:02	85%
↑ 37.6%	↑ 37.1%	↑ 33.5%	↓ -21.9%	↑ 0.5%	↑ 2.1%

Compared Y-o-Y

How is site traffic trending?

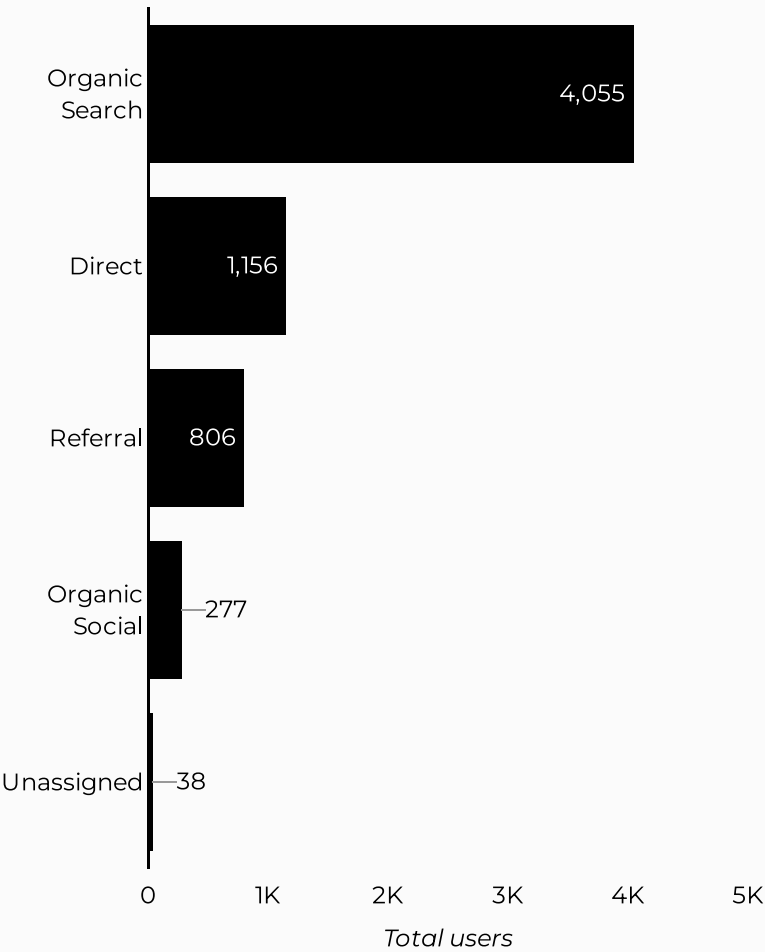


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,222

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,542
(direct)	1,156
bing	427
home.army.mil	364
m.facebook.com	160
installations.militaryonesource.mil	129
l.facebook.com	64
yahoo	50
military.com	31
lm.facebook.com	28



Views

320

↓ -86.4%

Sessions

289

↓ -86.6%

Total users

254

↓ -87.2%

New users

101

↓ -90.1%

Avg. Session Time

01:32

↑ 67.8%

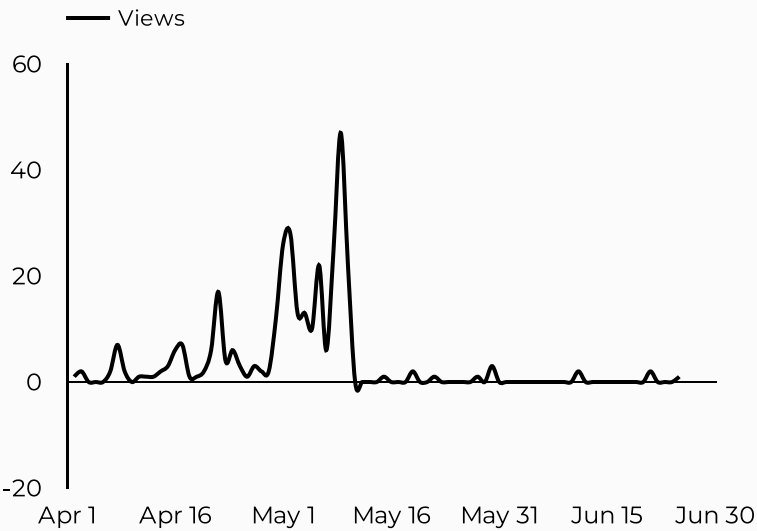
Engagement rate

67%

↑ 3.0%

Compared Y-o-Y

How is site traffic trending?

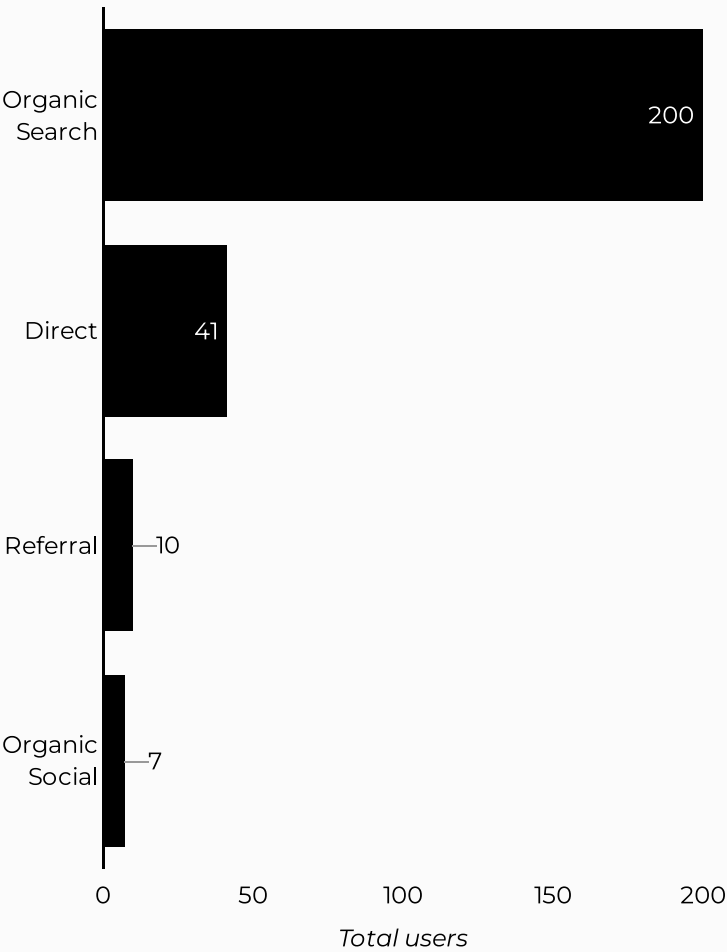


Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	89
www.armymwr.com	89
grafenwoehr.armymwr.com	27
cavazos.armymwr.com	14
jblm.armymwr.com	11
jackson.armymwr.com	9
kaiserslautern.armymwr.com	8
campbell.armymwr.com	3
hawaii.armymwr.com	2
hohenfels.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	186
(direct)	41
bing	11
safe.menlosecurity.com	4
m.facebook.com	3
l.facebook.com	2
yahoo	2
armyfamilywebportal.com	1
duckduckgo	1
excel.dod.online.office365.us	1



Views

14,302

↑ 0.2%

Sessions

12,409

↓ -4.5%

Total users

9,382

↓ -2.6%

New users

6,515

↓ -2.7%

Avg. Session Time

02:36

↑ 13.7%

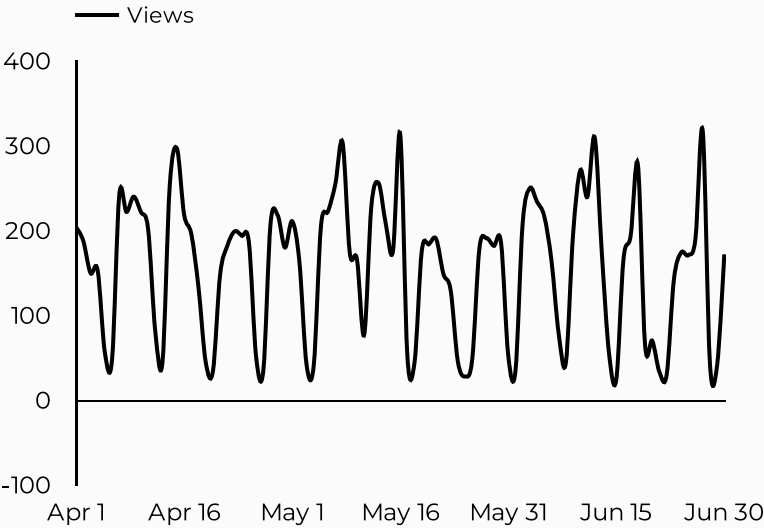
Engagement rate

57%

↓ -6.7%

Compared Y-o-Y

How is site traffic trending?

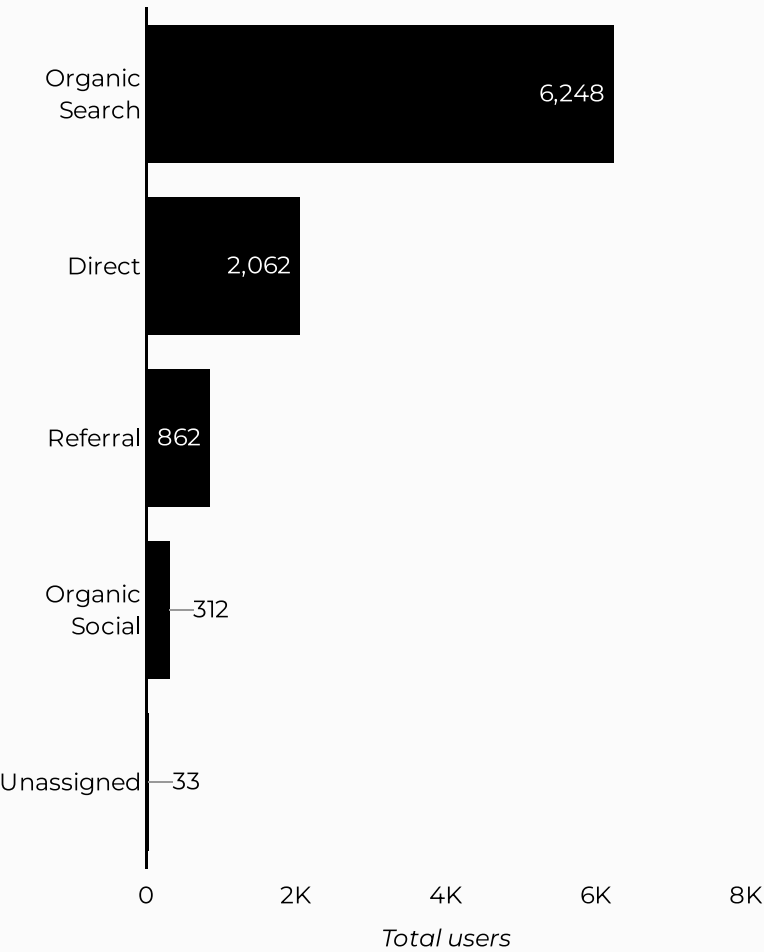


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	1,416
bliss.armymwr.com	785
benning.armymwr.com	755
hawaii.armymwr.com	745
cavazos.armymwr.com	722
carson.armymwr.com	635
www.armymwr.com	546
humphreys.armymwr.com	477
campbell.armymwr.com	410
sill.armymwr.com	223

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,624
(direct)	2,062
bing	576
installations.militaryone...	196
m.facebook.com	187
home.army.mil	153
myarmybenefits.us.army...	114
efmp.army.mil	72
safe.menlosecurity.com	60
lm.facebook.com	56



Views

14,031

↑ 1.3%

Sessions

12,267

↓ -1.6%

Total users

9,414

↑ 0.5%

New users

5,516

↓ -5.9%

Avg. Session Time

02:39

↑ 13.1%

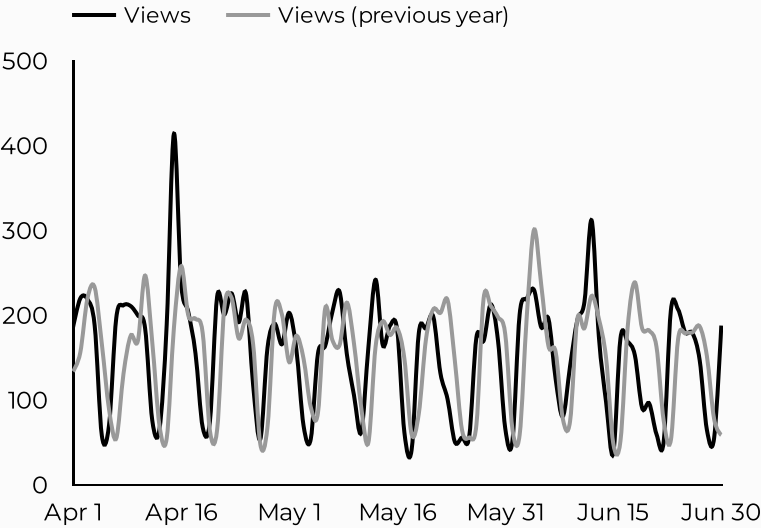
Engagement rate

57%

↓ -3.7%

Compared Y-o-Y

How is site traffic trending?

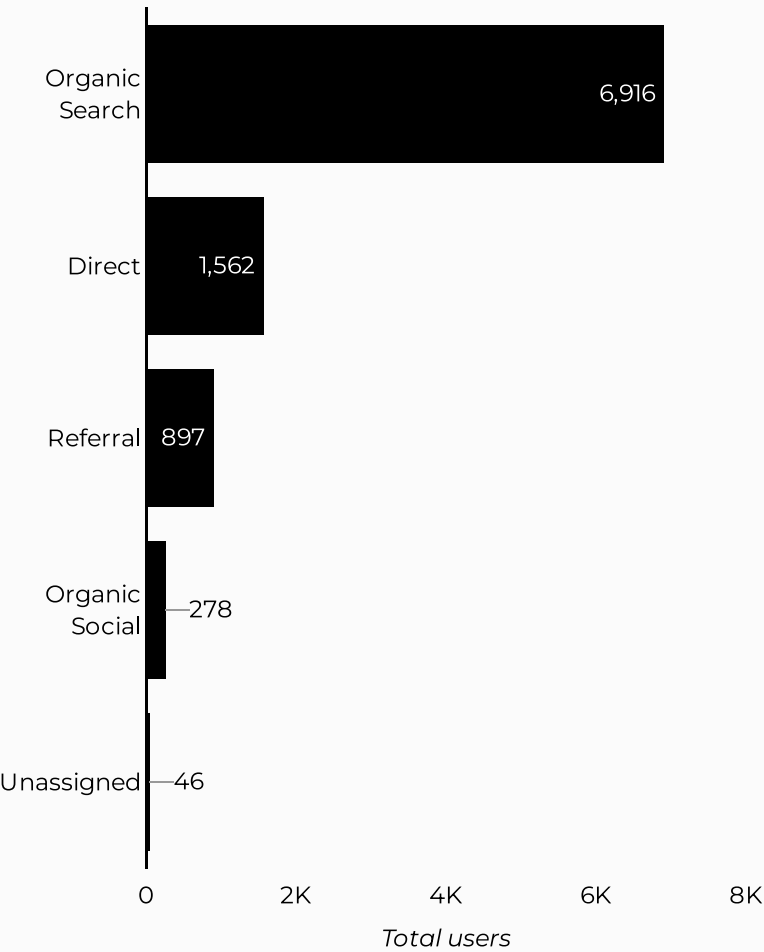


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,118
jblm.armymwr.com	1,229
bliss.armymwr.com	893
campbell.armymwr.com	683
cavazos.armymwr.com	601
benning.armymwr.com	504
hawaii.armymwr.com	345
humphreys.armymwr.com	288
wiesbaden.armymwr.com	263
sill.armymwr.com	176

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,050
(direct)	1,562
bing	766
home.army.mil	242
installations.militaryone...	205
m.facebook.com	160
safe.menlosecurity.com	126
armyfamilywebportal.co...	83
facebook.com	45
lm.facebook.com	40



ARMY MWR New Parent Support Program (NPSP)

Views

2,250

↑ 7.6%

Sessions

2,186

↑ 19.8%

Total users

1,718

↑ 17.3%

New users

734

↑ 16.9%

Avg. Session Time

02:00

↑ 8.8%

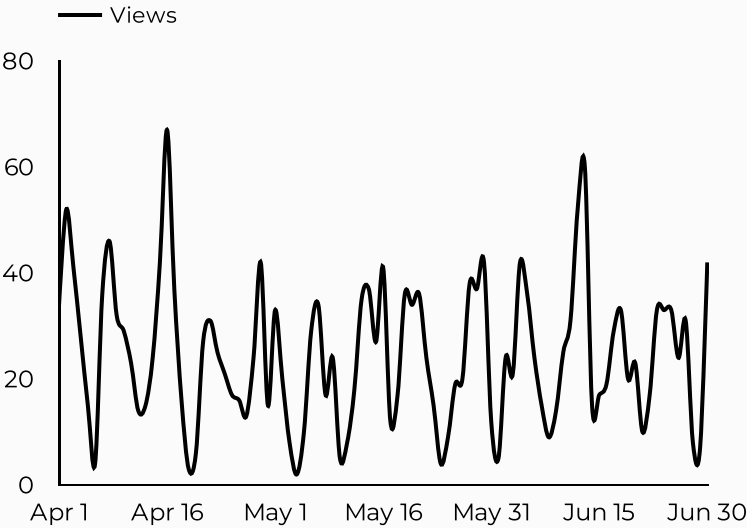
Engagement rate

61%

↓ -1.3%

Compared Y-o-Y

How is site traffic trending?

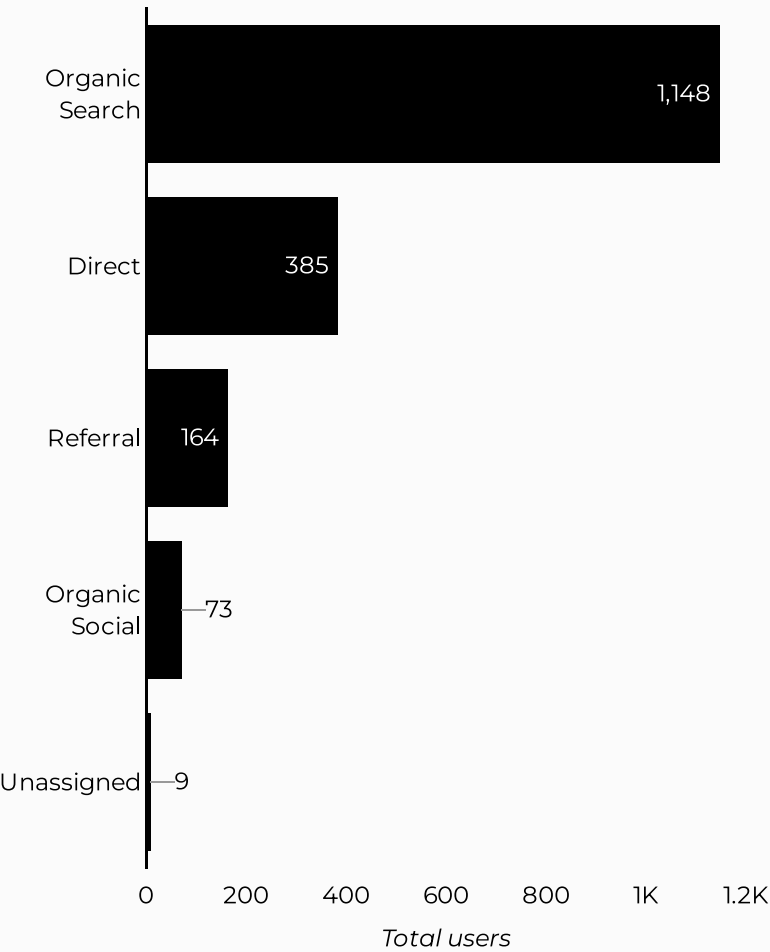


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	235
cavazos.armymwr.com	203
hawaii.armymwr.com	169
campbell.armymwr.com	142
benning.armymwr.com	93
bliss.armymwr.com	93
eisenhower.armymwr.com	89
stuttgart.armymwr.com	64
novosel.armymwr.com	47
sill.armymwr.com	46

Which channels are driving traffic?



What are the top sources?

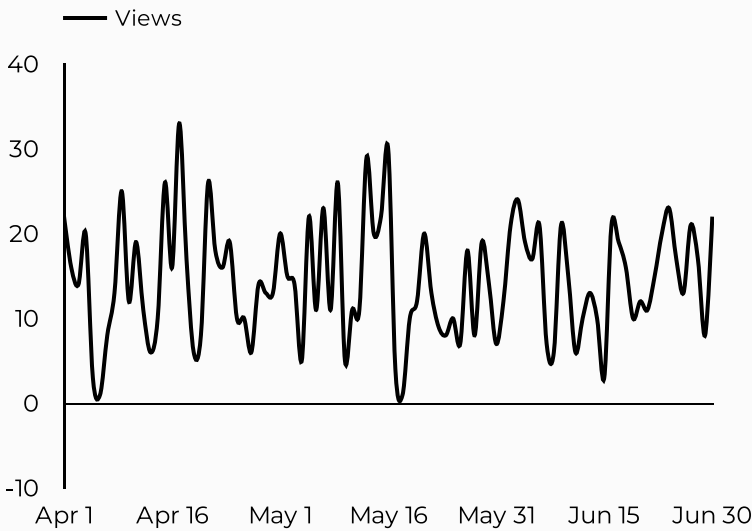
Session source	Total users
google	1,011
(direct)	385
bing	117
installations.militaryonesource.mil	58
m.facebook.com	43
home.army.mil	28
safe.menlosecurity.com	20
armyresilience.army.mil	17
l.facebook.com	14
ecosia.org	8



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,316	1,404	1,139	540	02:19	66%
↓ -19.1%	↓ -7.0%	↓ -7.1%	↓ -9.7%	↓ -1.3%	↑ 3.0%

Compared Y-o-Y

How is site traffic trending?

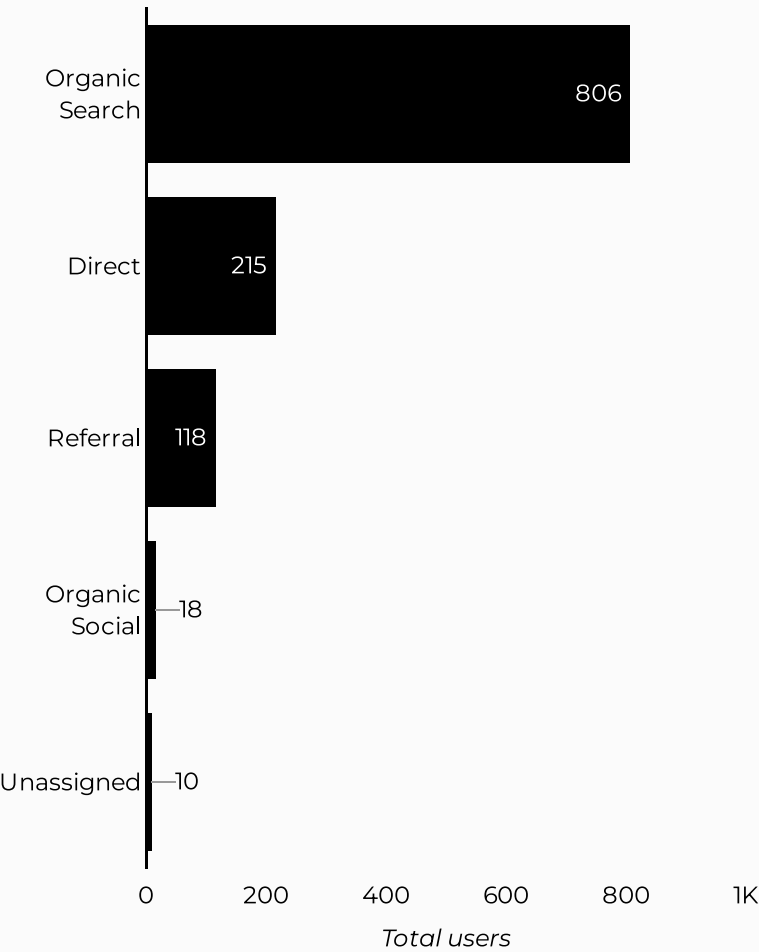


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	300
carson.armymwr.com	146
hawaii.armymwr.com	130
cavazos.armymwr.com	95
redstone.armymwr.com	85
bliss.armymwr.com	55
meade.armymwr.com	37
belvoir.armymwr.com	25
jbmhh.armymwr.com	25
benning.armymwr.com	21

Which channels are driving traffic?



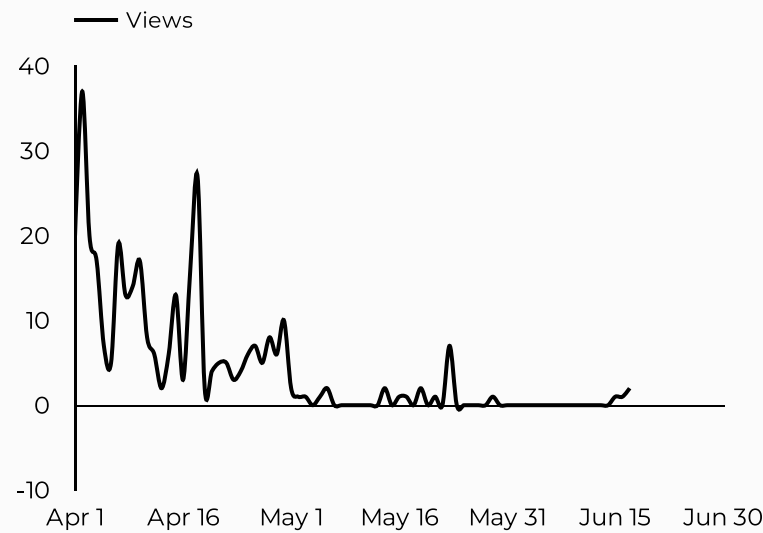
What are the top sources?

Session source	Total users
google	689
(direct)	215
bing	108
qr.page	20
home.army.mil	17
armyresilience.army.mil	13
installations.militaryonesource.mil	13
safe.menlosecurity.com	11
m.facebook.com	9
yahoo	9



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
341	330	296	145	58	71%
↓ -23.5%	↓ -25.2%	↓ -25.4%	↓ -26.4%	↓ -47.8%	↑ 12.5%
Compared Y-o-Y					

How is site traffic trending?

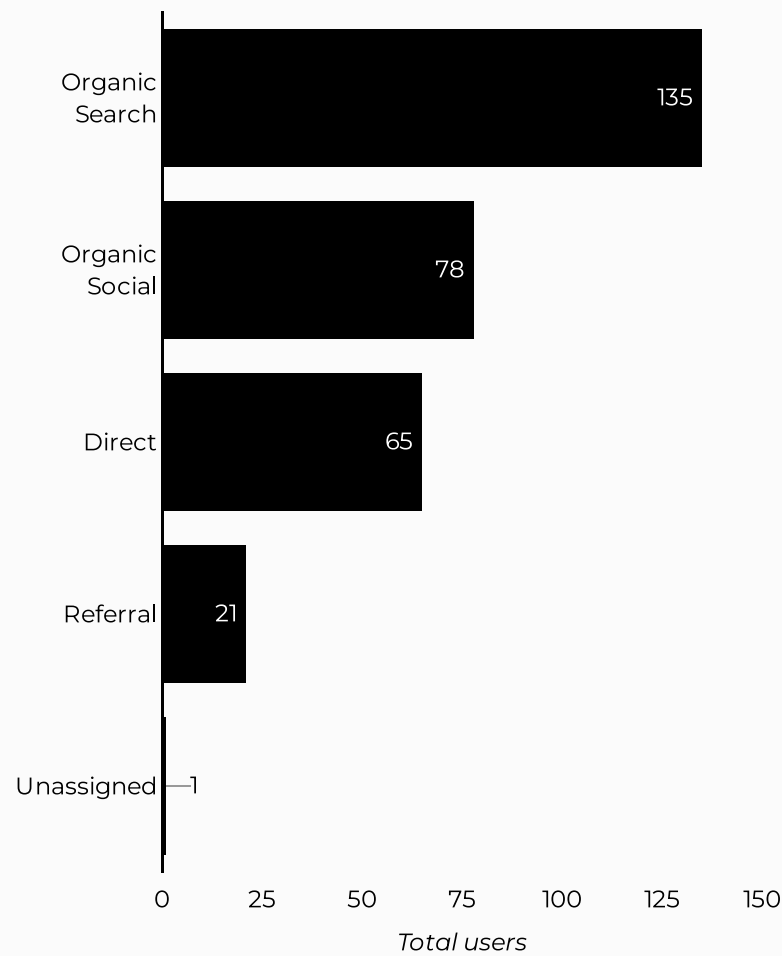


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	239
detroit.armymwr.com	18
hawaii.armymwr.com	14
zama.armymwr.com	9
benning.armymwr.com	5
eisenhower.armymwr.com	4
ansbach.armymwr.com	3
bragg.armymwr.com	3
wainwright.armymwr.com	2
wiesbaden.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	120
(direct)	65
m.facebook.com	63
bing	12
lm.facebook.com	9
home.army.mil	8
l.facebook.com	5
installations.militaryonesource.mil	2
linktr.ee	2
partyanimalsjp.com	2



ARMY MWR Domestic Violence Awareness Month

Views

175

↑ 136.5%

Sessions

104

↑ 35.1%

Total users

93

↑ 34.8%

New users

53

↑ 51.4%

Avg. Session Time

01:17

↓ -12.8%

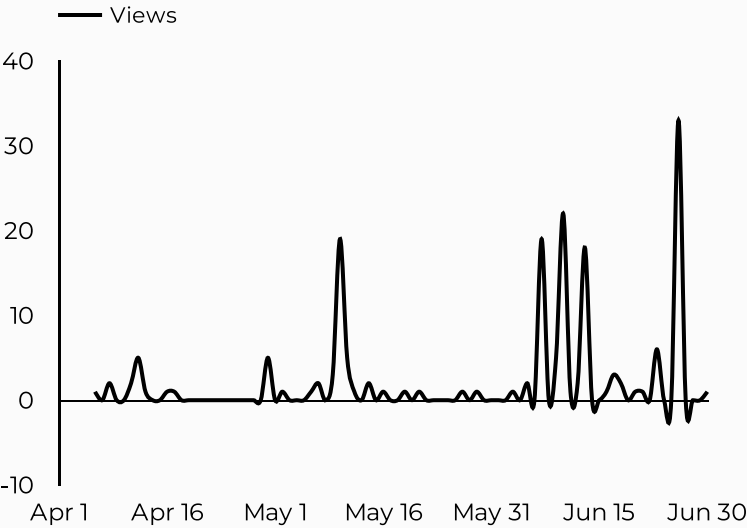
Engagement rate

40%

↓ -32.4%

Compared Y-o-Y

How is site traffic trending?

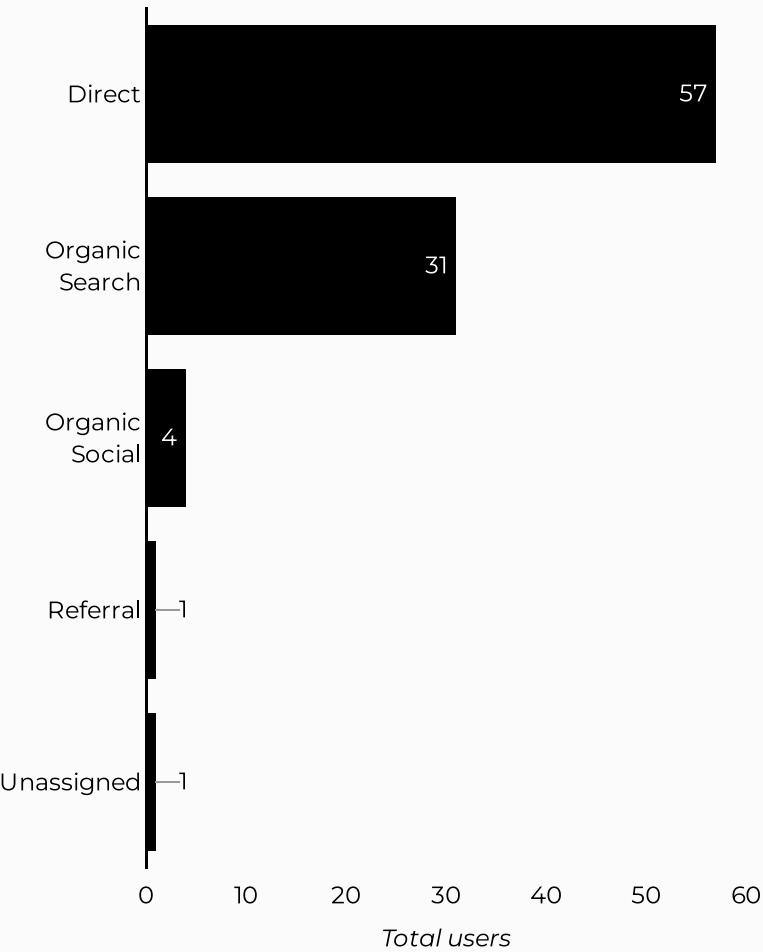


Top US Army Installations

Sorted by Total Users

Installation	Total users
gordon.armymwr.com	14
whitesands.armymwr.com	12
bliss.armymwr.com	10
eisenhower.armymwr.com	10
presidio.armymwr.com	10
www.armymwr.com	9
wainwright.armymwr.com	8
novosel.armymwr.com	6
belvoir.armymwr.com	3
benning.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	57
google	30
lm.facebook.com	2
chatgpt.com	1
l.facebook.com	1
m.facebook.com	1
stage.mwremployeeportal.com	1
yahoo	1



Views

14,270

↑ 6.6%

Sessions

13,024

↑ 6.4%

Total users

9,790

↑ 6.9%

New users

5,023

↓ -2.0%

Avg. Session Time

02:43

↑ 14.3%

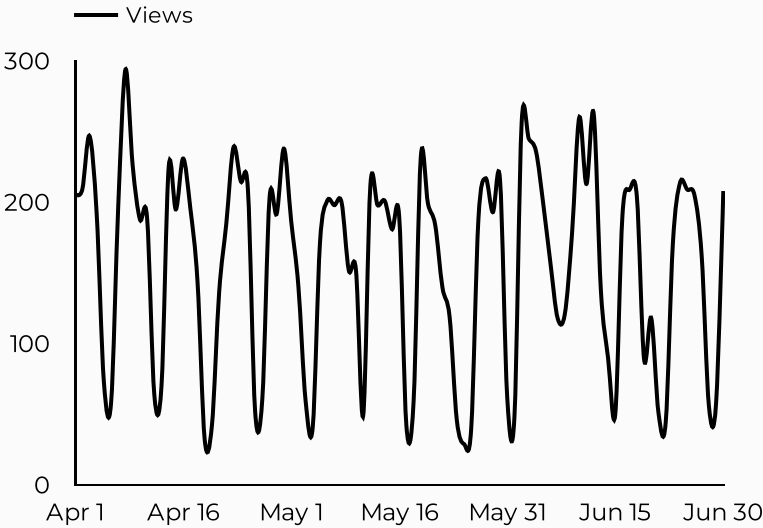
Engagement rate

62%

↓ -2.1%

Compared Y-o-Y

How is site traffic trending?

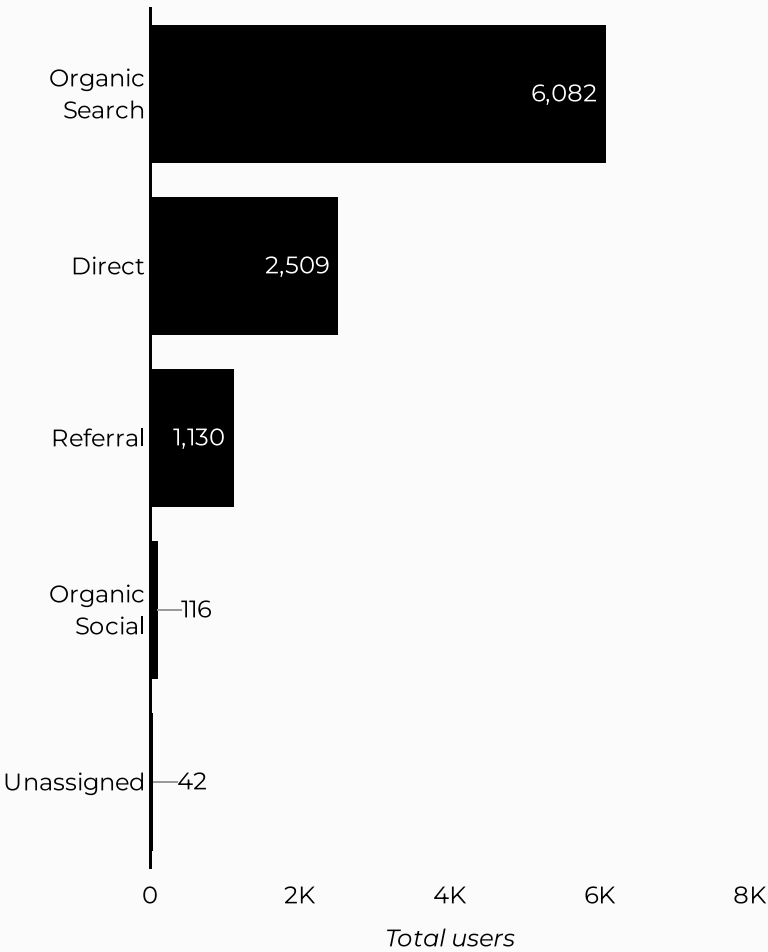


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,580
bragg.armymwr.com	1,278
bliss.armymwr.com	1,035
carson.armymwr.com	887
benning.armymwr.com	548
campbell.armymwr.com	498
jblm.armymwr.com	477
humphreys.armymwr.com	402
sill.armymwr.com	391
wiesbaden.armymwr.com	301

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,114
(direct)	2,509
bing	871
armyfamilywebportal.com	329
home.army.mil	256
installations.militaryonesource.mil	129
myarmybenefits.us.army.mil	118
safe.menlosecurity.com	74
m.facebook.com	64
yahoo	57



Views

9,375

↓ -7.6%

Sessions

8,597

↓ -10.1%

Total users

5,940

↓ -13.2%

New users

3,242

↓ -20.9%

Avg. Session Time

03:05

↑ 36.0%

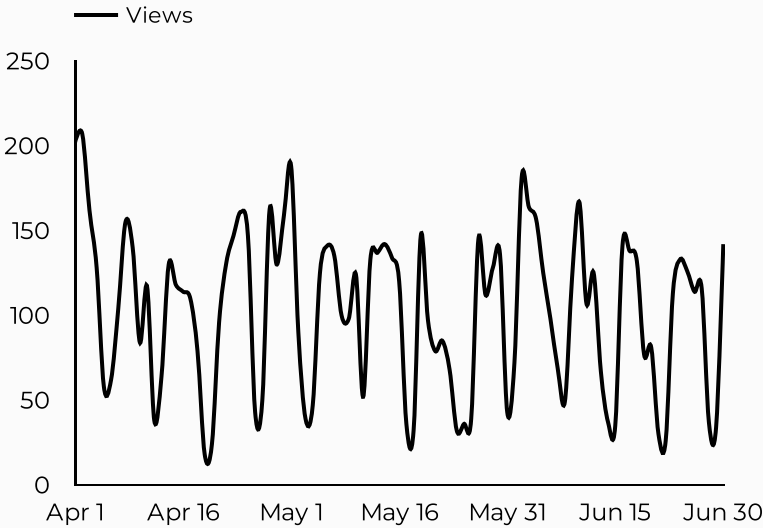
Engagement rate

61%

↓ -1.9%

Compared Y-o-Y

How is site traffic trending?

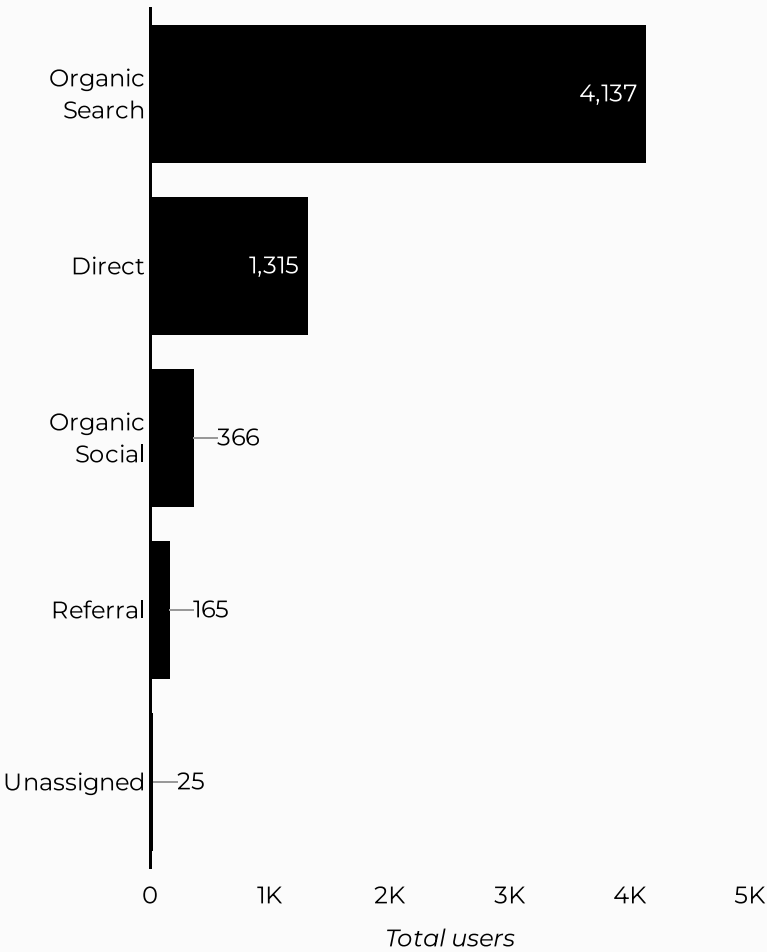


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
humphreys.armymwr.com	1,542
carson.armymwr.com	887
bragg.armymwr.com	666
bliss.armymwr.com	647
sill.armymwr.com	370
benning.armymwr.com	305
wiesbaden.armymwr.com	204
eisenhower.armymwr.com	167
jackson.armymwr.com	158
gregg-adams.armymwr.com	145

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	3,646
(direct)	1,315
bing	437
m.facebook.com	249
home.army.mil	54
lm.facebook.com	54
yahoo	38
l.facebook.com	37
installations.militaryonesource.mil	31
facebook.com	26



Views

1,287

↑ 69.6%

Sessions

1,263

↑ 67.3%

Total users

1,124

↑ 74.8%

New users

453

↑ 138.4%

Avg. Session Time

01:14

↓ -31.0%

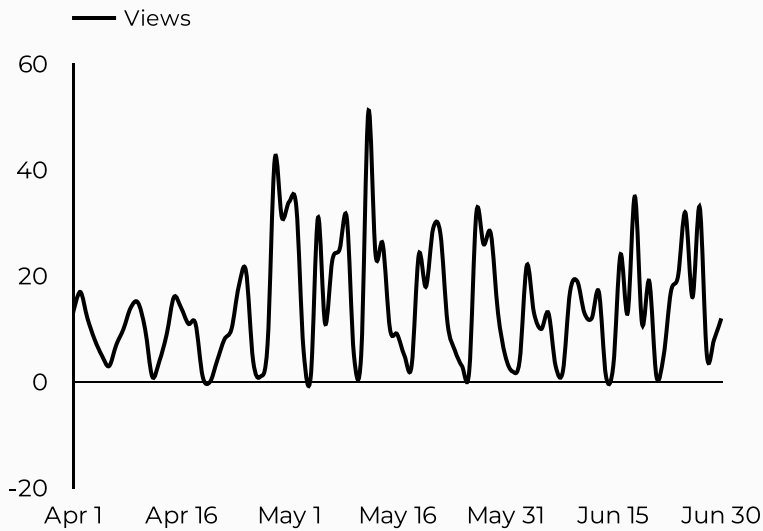
Engagement rate

72%

↓ -5.7%

Compared Y-o-Y

How is site traffic trending?

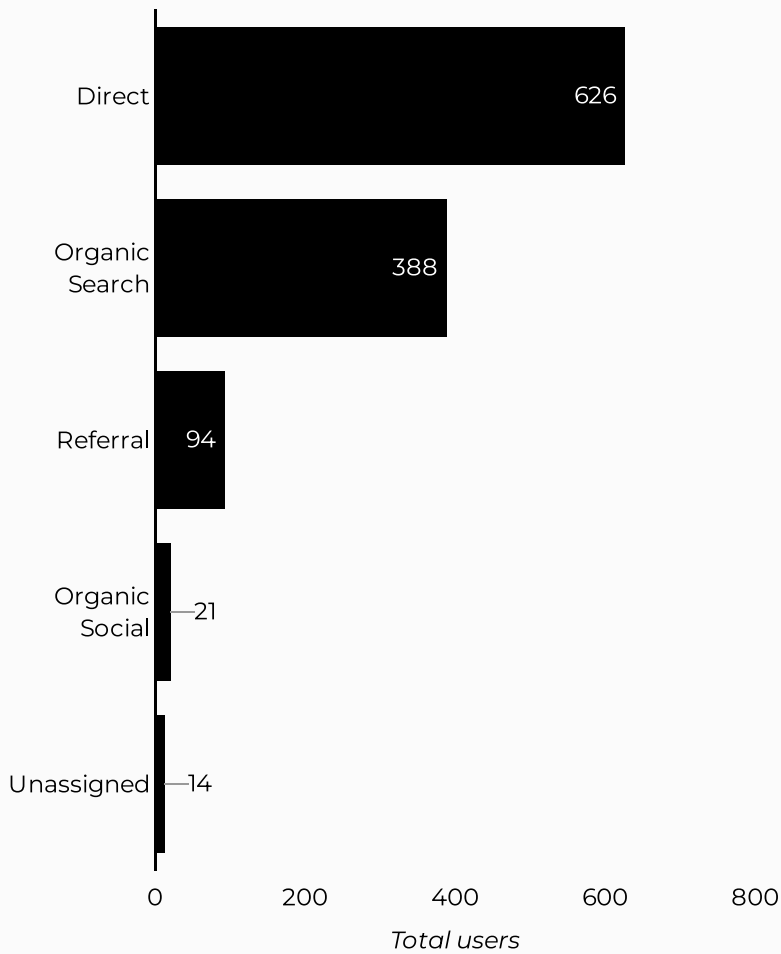


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	610
www.armymwr.com	162
jblm.armymwr.com	60
hood.armymwr.com	57
bragg.armymwr.com	52
carson.armymwr.com	49
eisenhower.armymwr.com	42
humphreys.armymwr.com	33
benning.armymwr.com	22
novosel.armymwr.com	17

Which channels are driving traffic?



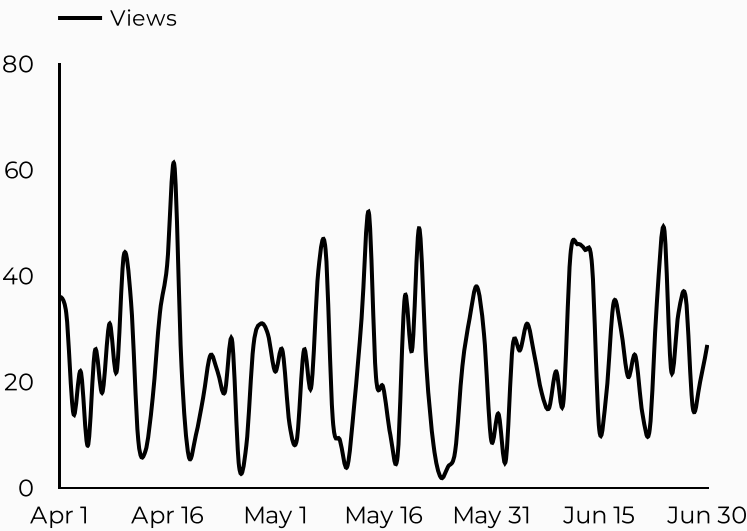
What are the top sources?

Session source	Total users
(direct)	626
google	320
bing	65
installations.militaryonesource.mil	22
home.army.mil	18
armyfamilywebportal.com	15
(not set)	11
m.facebook.com	10
safe.menlosecurity.com	7
lm.facebook.com	5



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,152	2,057	1,748	775	02:07	67%
↓ -23.1%	↓ -16.5%	↓ -16.6%	↓ -28.6%	↑ 28.4%	↑ 4.4%
Compared Y-o-Y					

How is site traffic trending?

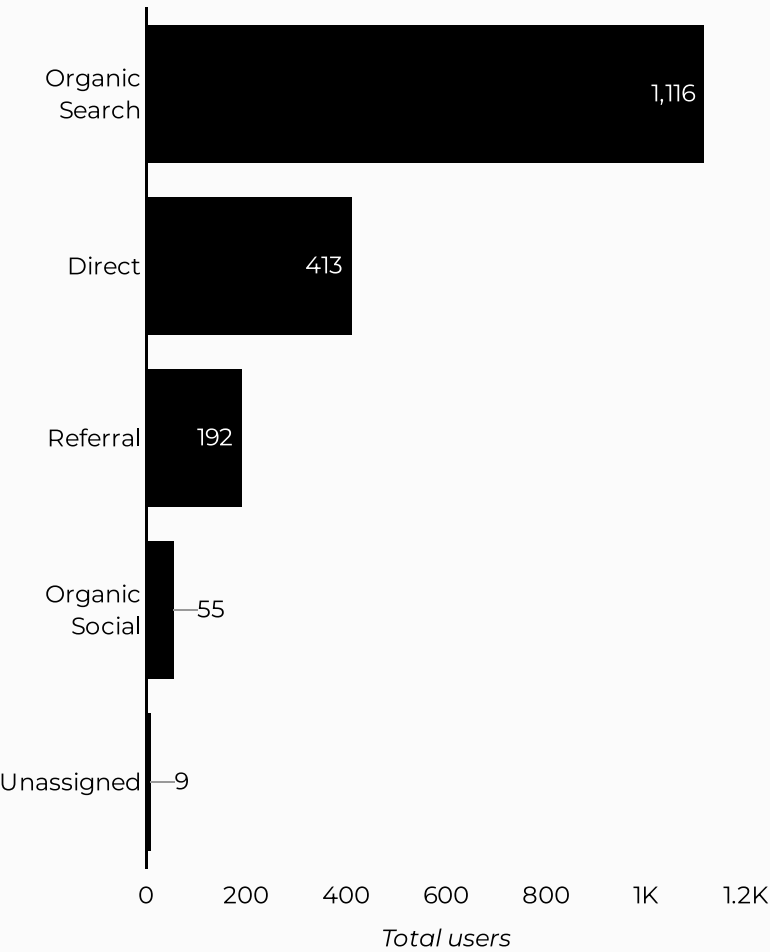


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	294
bragg.armymwr.com	255
carson.armymwr.com	237
cavazos.armymwr.com	197
bliss.armymwr.com	135
hawaii.armymwr.com	105
jblm.armymwr.com	55
humphreys.armymwr.com	49
riley.armymwr.com	34
eisenhower.armymwr.com	32

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	883
(direct)	413
bing	208
installations.militaryonesource.mil	45
armyfamilywebportal.com	44
m.facebook.com	29
myarmybenefits.us.army.mil	27
home.army.mil	24
lm.facebook.com	16
duckduckgo	11



Views

6,848

↑ 7.8%

Sessions

6,297

↑ 11.6%

Total users

5,007

↑ 13.0%

New users

2,854

↑ 15.0%

Avg. Session Time

02:21

↓ -13.2%

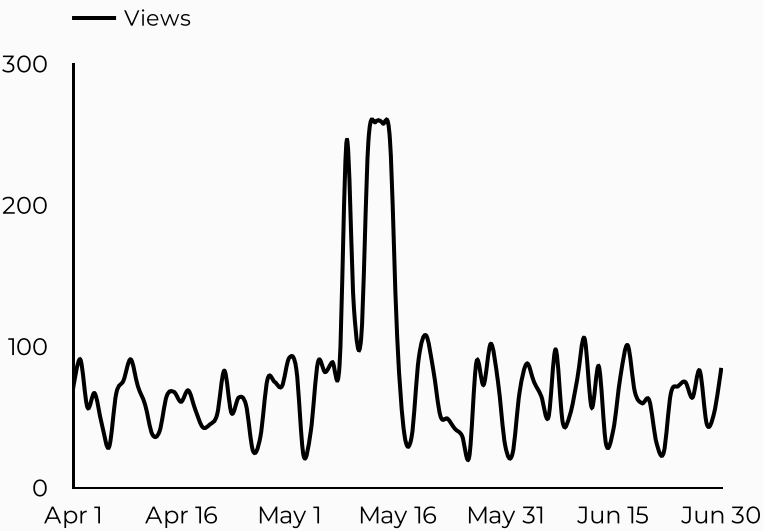
Engagement rate

62%

↓ -7.2%

Compared Y-o-Y

How is site traffic trending?

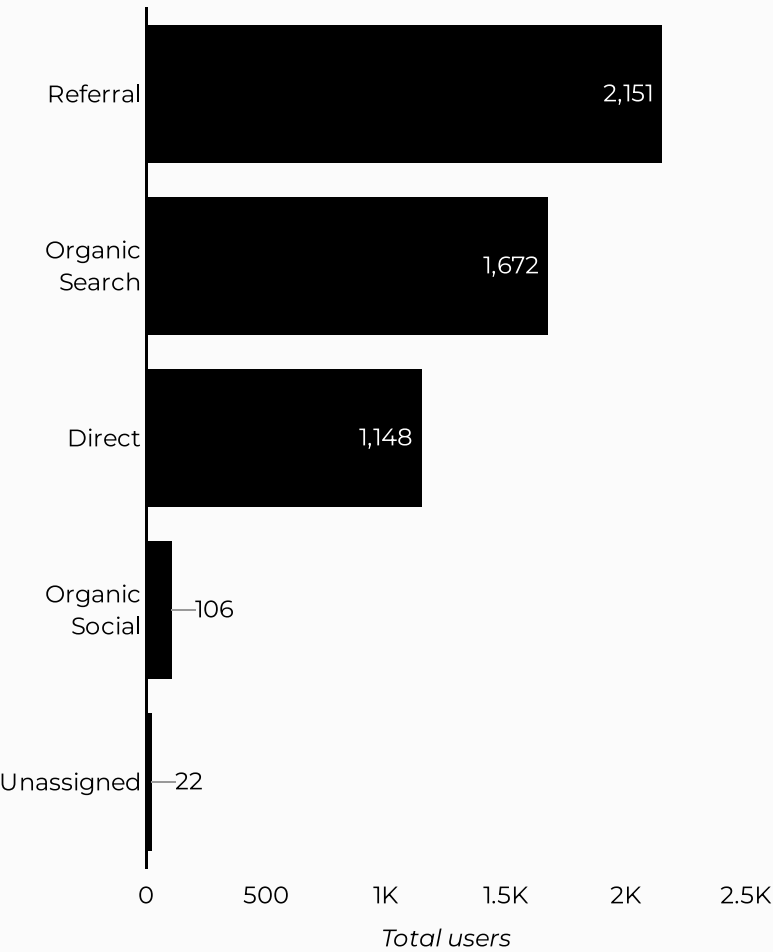


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,530
carson.armymwr.com	1,345
hawaii.armymwr.com	506
bliss.armymwr.com	372
eisenhower.armymwr.com	198
campbell.armymwr.com	177
wiesbaden.armymwr.com	171
benning.armymwr.com	170
humphreys.armymwr.com	91
gregg-adams.armymwr.com	61

Which channels are driving traffic?



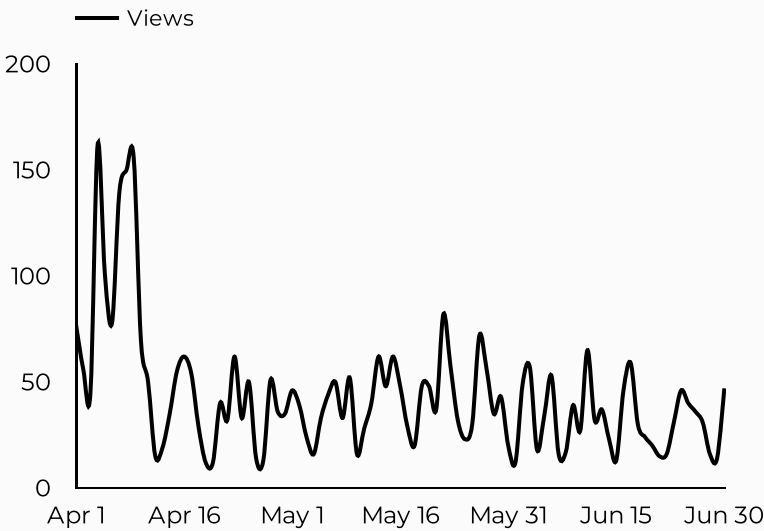
What are the top sources?

Session source	Total users
home.army.mil	1,588
google	1,461
(direct)	1,148
installations.militaryonesource.mil	287
bing	183
m.facebook.com	66
armyfamilywebportal.com	60
safe.menlosecurity.com	35
myarmybenefits.us.army.mil	33
europafrica.army.mil	18



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,979	3,822	3,148	2,173	02:09	58%
↓ -20.3%	↓ -13.0%	↓ -17.8%	↓ -25.4%	↑ 35.6%	↑ 5.0%
Compared Y-o-Y					

How is site traffic trending?

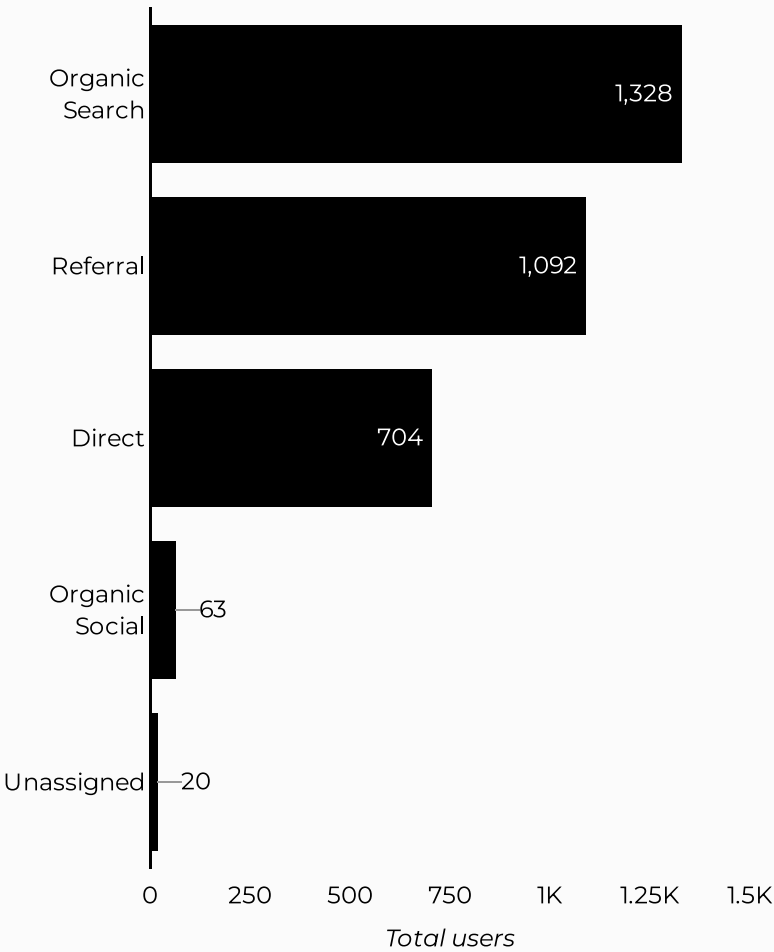


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,873
bragg.armymwr.com	182
campbell.armymwr.com	163
jblm.armymwr.com	158
hawaii.armymwr.com	76
bliss.armymwr.com	75
cavazos.armymwr.com	75
carson.armymwr.com	73
benning.armymwr.com	72
redstone.armymwr.com	45

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,152
home.army.mil	755
(direct)	704
bing	151
army.mil	98
armylinks.com	79
m.facebook.com	35
armyfamilywebportal.com	30
safe.menlosecurity.com	16
l.facebook.com	15



Views

253

22.2%

Sessions

247

26.0%

Total users

226

26.3%

New users

140

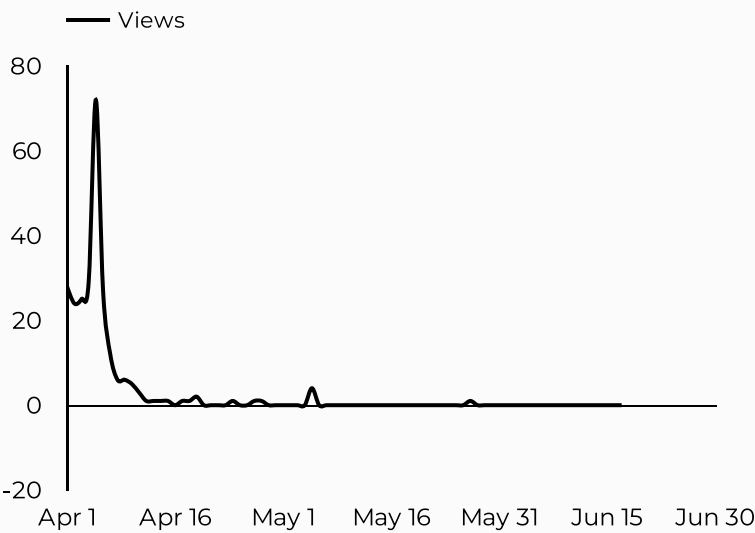
34.6% from previous year

Engagement rate

63%

10.5%

How is site traffic trending?

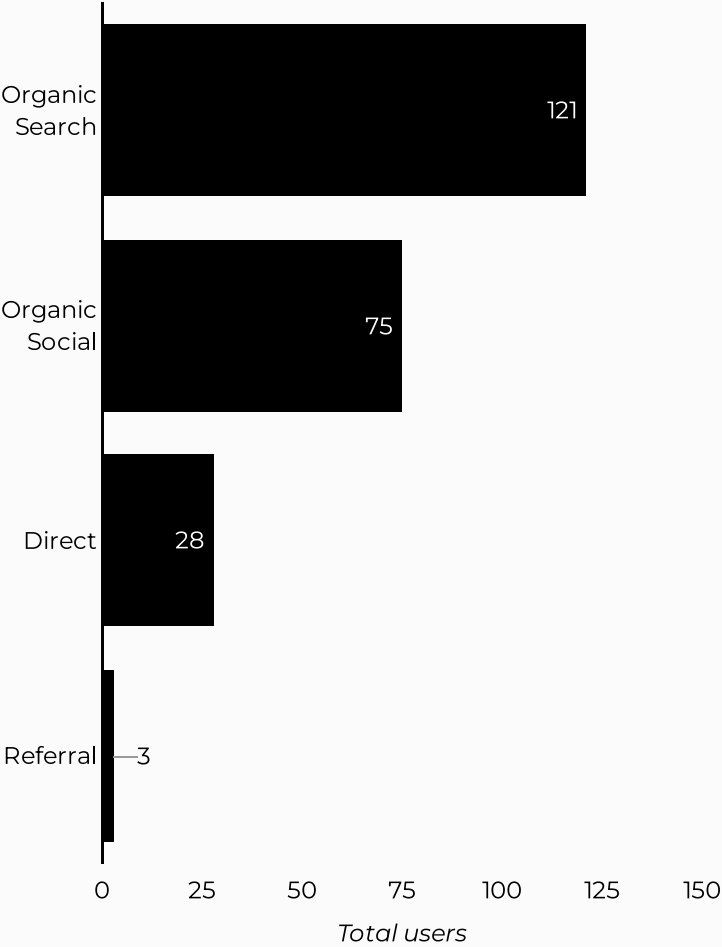


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	186
eisenhower.armymwr.com	20
jblm.armymwr.com	12
kaiserslautern.armymwr.com	6
benning.armymwr.com	1
wainwright.armymwr.com	1

Which channels are driving traffic?



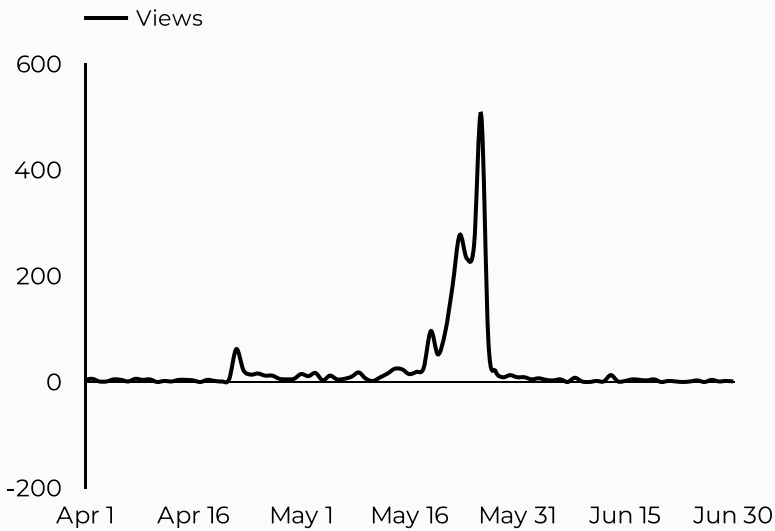
What are the top sources?

Session source	Total users
google	99
m.facebook.com	54
(direct)	28
bing	19
lm.facebook.com	10
l.facebook.com	7
facebook.com	2
t.co	2
yahoo	2
armymwr.us11.list-manage.com	1



Views	Sessions	Total users	New users	Engagement rate
2,369	2,145	1,812	730	67%

How is site traffic trending?

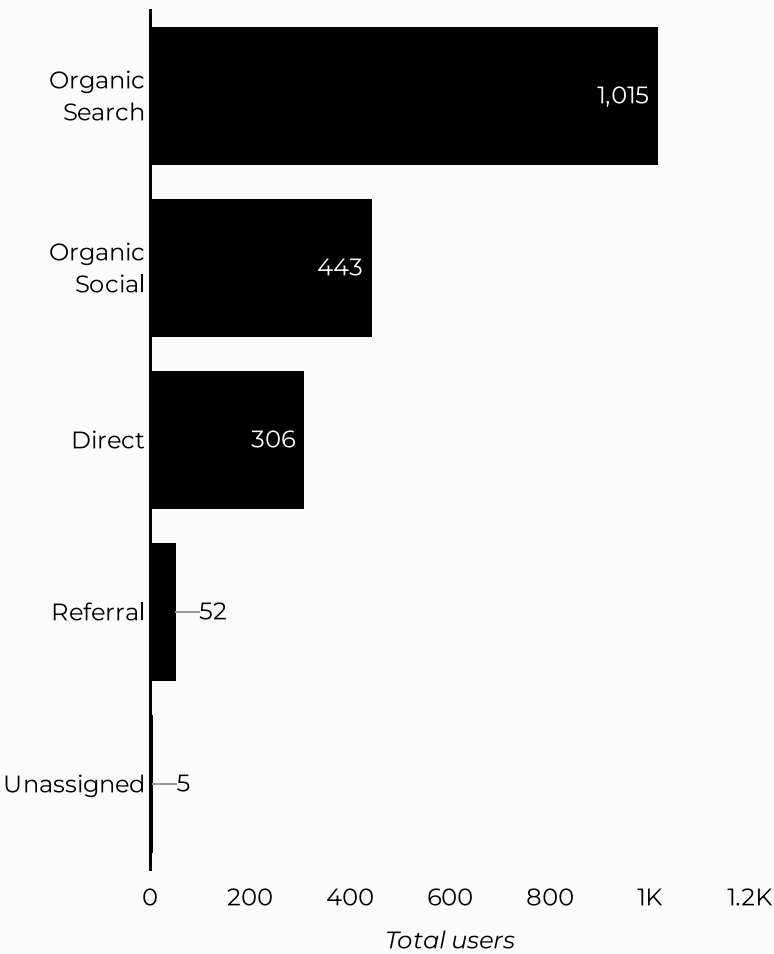


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	358
campbell.armymwr.com	246
jackson.armymwr.com	205
wiesbaden.armymwr.com	144
cavazos.armymwr.com	138
stuttgart.armymwr.com	114
hawaii.armymwr.com	110
novosel.armymwr.com	105
meade.armymwr.com	81
gregg-adams.armymwr.com	80

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	947
(direct)	306
m.facebook.com	290
l.facebook.com	51
bing	48
lm.facebook.com	46
facebook.com	41
home.army.mil	25
yahoo	10
duckduckgo	9



Views

1,929

↑ 2.1%

Sessions

1,771

↑ 4.4%

Total users

1,547

↑ 4.8%

New users

510

↓ -11.8%

Avg. Session Time

01:39

↑ 8.0%

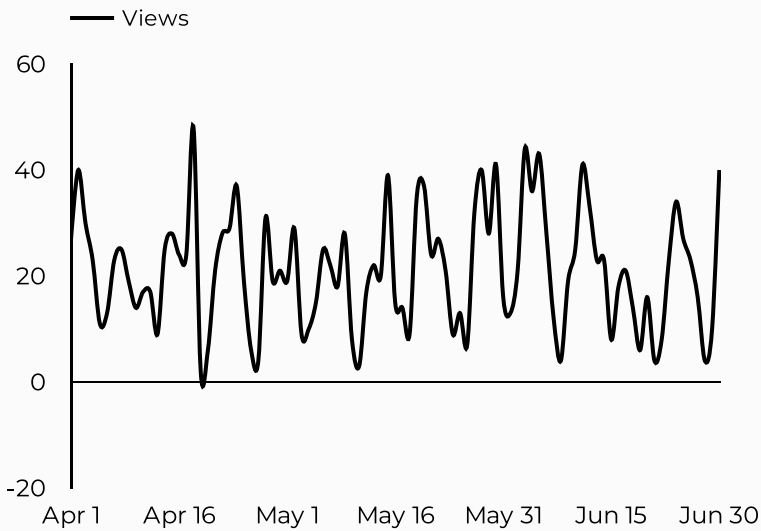
Engagement rate

76%

↑ 1.0%

Compared Y-o-Y

How is site traffic trending?

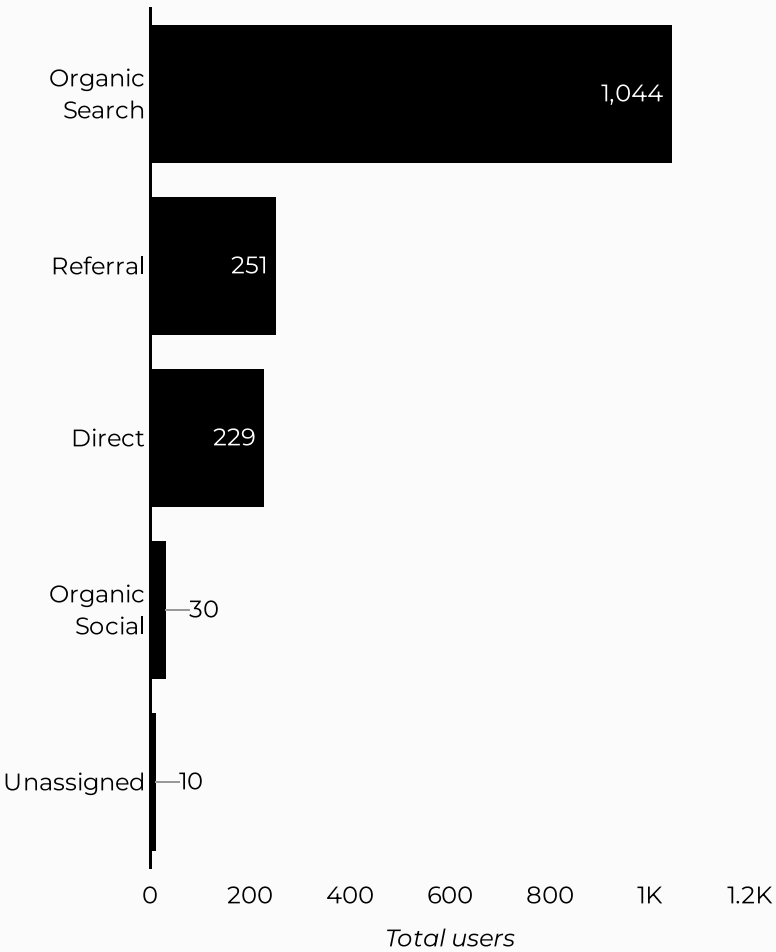


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	722
bliss.armymwr.com	364
cavazos.armymwr.com	250
belvoir.armymwr.com	90
carson.armymwr.com	50
drum.armymwr.com	40
hood.armymwr.com	23
mccoy.armymwr.com	18
wiesbaden.armymwr.com	18
irwin.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	903
(direct)	229
bing	125
home.army.mil	67
armyfamilywebportal.com	39
army.mil	30
installations.militaryonesource.mil	18
m.facebook.com	15
safe.menlosecurity.com	12
l.facebook.com	11

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
finance	69	49	1.41	0%
discovery	54	7	7.71	0%
sfrg	30	29	1.03	0%
aer	24	24	1	0%
mflc	23	22	1.05	4.55%
efmp	22	19	1.16	0%
volunteer	17	17	1	0%
lending closet	17	15	1.13	0%
pass it on	16	12	1.33	0%
cpr	15	14	1.07	6.67%
tickets	13	12	1.08	0%
deers	11	10	1.1	0%
job fair	11	11	1	0%
counseling	11	10	1.1	18.18%
mflac	11	10	1.1	9.09%
"sponsorship training"	10	6	1.67	0%
boss	10	9	1.11	0%
calendar	10	6	1.67	0%
food pantry	9	7	1.29	0%
divorce	9	8	1.13	0%
pcs	9	6	1.5	0%
frg	8	5	1.6	0%
informal funds	7	6	1.17	0%
immigration	7	6	1.17	0%
new parent support	7	6	1.17	0%
food handler	7	5	1.4	16.67%
financial	7	5	1.4	0%

Grand total	2,122	1,669	1.27	1.76%
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